P2 Tech 2.0: Using Web 2.0 to Improve Information Discovery and Collaboration

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What’s ahead…

► Intro to Web 2.0
  ■ Key concepts
  ■ Basic technology
► Why it matters
► Survey of Web 2.0 applications
► Your participation!
Web 2.0 is a lot of things...
...a specific collection of web technologies
A business model...
...an aesthetic
...a buzzphrase
...an overused buzzphrase
...yesterday’s news...
All of these have ONE thing in common...
None of them matter.
So...why should you stay?
Why are you here?
Ultimately, Web 2.0 “matters” to us because...

...it allows us to use the web to accomplish new things
Most of these things are not about data.

Or even, about information.

They are about relationships.
In other words...they are social
Why does Social matter?

Social networks provide shared:
- Trust
- Lexical valence
- Values
- Play space
Video Interlude:
“Web 2.0 ... The Machine is Us/ing Us”
A quick – and hopefully painless – introduction to all the Web 2.0 technology you need to know

- Services, not packaged software
- Architecture of participation
- Re-mixable data sources and data transformations
- Software above the level of a single device
- Harnessing Collective Intelligence

Web 2.0 core competencies circa Oct 2005, after Tim O’Reilly
Services, not Packaged Software – Web-based API's and Mash-ups

- Web-based APIs (Application Programming Interfaces) provide access to sophisticated capabilities without heavy programming requirements
- Can be combined in “Mash-ups” to extend capabilities or add value to data

Frappr -- [http://www.frappr.com/p2tech](http://www.frappr.com/p2tech)
"Architecture of Participation" – Wikis and Blogs

- Web 2.0 puts the ability to create content – for better or worse – into the hands of users.
- By simplifying and democratizing web content development, it creates new opportunities and new challenges for "authoritative sources".
- Realize that this is going on with or without you and your program!

Remixable Data Sources & Data Transformations

- Modular content and web services allow users to “mix and match” their own content.
- Allows content providers to get a place on the daily desktop.

Google personalized homepage – easy modular content
http://www.eecs.wsu.edu/~cs423/423spring06/PNNL-S/modules_beta/mod_glossary.xml
Data and software are portable – they live beyond the confines of a single application or hardware platform.
Harnessing Collective Intelligence – Folksonomy

- Turns the idea of “controlled vocabularies” upside down
- Users decide how to label information; convergence on terms (“tags”) is an evolutionary process

http://delicious.com/tag/p2tagteam -- collaborative tagging from P2Rx
O’Reilly’s “Core Competencies” Enable a Social Web

- Content is created and/or added to primarily by users
  - So is context
  - So is meaning

- Information sharing is a means to a larger end – the creation of community
  - Communities defined by shared interests, values, trust

- Effectively tapping the social web means thinking beyond the use of the web as a tool for delivering information
  - How do we use the web to a larger end?
Thinking beyond the web as information…
“Playpump” – merging play and work

How can we tap the engagement and energy of the social web to push forward a P2 agenda?
So....?

What’s the web equivalent of the Play Pump?